

**The Following Indorsements From  
the Press, Financial Institutions and  
Customers Prove Not Only the Great  
Merit of the Kellerstrass Whiskey,  
but the Company to Be the Greatest  
Distilling Company in the World.**

PATRONS IN EVERY STATE.  
KELLERSTRAESS DISTILLING COMPANY'S  
GOODS WIDELY KNOWN.

In the Kellerstrass Distilling Company, Kansas City has one of the biggest whiskey manufacturing concerns in the country. Its goods are shipped into every State in the Union, from Maine to California, and North Dakota to Texas. The company makes a specialty of the mail-order trade, and its customers are agreeably surprised when invited by some isolated planter, trapper or miner to indulge in an "ere-opener" to note that the bottle set before him contains the Kellerstrass label.

The Kellerstrass establishment had a modest beginning, but it grew to the present size by the addition of a new building has been added to its plant, and the capacity of the distillery is being increased constantly. It is no unusual sight to see from twenty to forty express wagons backed up in front of the Kellerstrass shipping department, waiting to be loaded with goods consigned to the four points of the compass.

It is no exaggeration to say that the Kellerfrass goods are better known in hundreds of the smaller towns than they are at home. This is natural, as before pointed out, on account of the popularity of this great distillery's product with the purchasers by mail order. Nine men out of ten, it has been ascertained, whether they be from Massachusetts, Oregon, Alabama or Arizona, will, upon being asked what brand of whiskey they keep at home for medicinal and family use, promptly answer, "Kellerfrass."

Kellerstrass whiskey is, however, fast becoming better known in the larger cities. There are very few first-class places where it is not sold, and persons who become acquainted with its flavor thereafter insist upon being served with no other brand. It is the "universal home whiskey and every wise mother has a bottle of it in the family medicine chest ready for emergencies.—St. Louis Globe-Democrat, December 16, 1902.

The Kellermaster Distilling Company of Kansas City, Mo., the proprietors of Kellermaster Rye Whiskey, have one of the most completely equipped plants of the kind in the world. They make the whiskey, bottle it, pack it for shipment and send it direct to the consumer without ever allowing it to pass through the hands of the dealer. By this method of dealing the purity of the whiskey is insured, and the company can guarantee its uniform quality and flavor to the consumer—St. Louis Republic, November 9, 1912.

The delicious flavor and the purity of Kellnerstrass Rye is proverbial. This well-known whiskey is made by the Kellnerstrass Distilling Company of Kansas City, Mo. Millions of bottles of it have been sold and not a single customer has ever expressed his dissatisfaction. This is a remarkable record and certainly speaks well for the high grade of this famous whiskey.—Chicago American, November 8, 1902.

Chicago American, November 8, 1902.

It pays to satisfy people at this day and age. The merchant who sells on the "satisfaction or money back" plan, and adheres to it strictly, is seldom heard to complain of a scarcity of business. The Kellestrass Distilling Company of Kansas City, Mo., has fully 300,000 customers, every one of whom it claims is satisfied. Their great success under these conditions is not so remarkable after all.—Minneapolis Farmers' Tribune, November 7, 1902.

The development of the mail order business in the last few years has been little short of marvelous. It is now possible to buy and sell almost anything on the mail order plan. The Kellerastrass Distilling Company of Kansas City, Mo., which has long been famous for the purity of its whiskey, has adopted the plan of selling direct to the customer. The business of this company has developed until the entire output of its distillery is now sold in this way, and it is said the express companies are almost swamped by the enormous shipments that go out from the Kellerastrass Company every day.—Commercial Appeal, Memphis, Nov. 4, 1902.

Kellerstrass Rye, the famous whiskey of the Kellerstrass Distilling Co. of Kansas City, Mo., is known and used by more people than any other brand of whiskey. Its wonderful popularity is due to its absolute purity and delightful flavor. In order to avoid any possibility of adulteration, the Kellerstrass Company ship their whiskey direct to your retailer to the consumer, never selling to dealers under any circumstances. They guarantee the quality of the whiskey and will refund money in case it does not prove perfectly satisfactory. That it is all they claim is proven by the fact that the company has over 225,000 regular customers residing in all parts of the United States and Canada.

Burlington (Ia.) Hawkeye, Nov. 15, 1902.

The adulteration of whiskey has become an universal practice it is almost impossible for the consumer to secure at any price whiskey that is absolutely pure. This is not the fault of the distiller, but of the man or retail dealer. The Kellesterhans Distilling Co. of Kansas City, Mo., in order to insure its whiskey reaching the consumer in the same pure state that it leaves the distillery, has adopted the plan of selling and shipping direct to its customers. That this plan is proving popular is evidenced by the fact that the Kellesterhans Company has grown to be the largest whiskey house in the world.—*Atlanta Constitution*, Nov. 4, 1902.

Some dealers southerate their whiskey because they can thus make a larger profit. That they make a serious mistake is demonstrated by the wondrous success of the Kelsiegram Whisking Co. of Kansas City, Mo., which has built up its enormous trade entirely by selling a whiskey that is absolutely pure. This company sells millions of bottles of its famous whiskey every year and is generally conceded to be the largest whiskey house in the world.—Omaha Bee, Nov. 7, 1923.

THE WHEATBELT grows up in the American Dis-  
tilling Co. from a small Cornbelt to the largest  
distillery in the world. It is a business that  
wins no small share of the public's confidence.  
It is a business that has been in the hands of  
the same family for over a century. It is a  
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Journal News, Nov. 16, 1935.

\$12,000 is a pretty big express bill, but this was the amount paid to the express company last year by the motorists claiming to be of Kansas City, Mo. This company snags its whites by direct to its customers and is undoubtedly the largest company of its kind in the world. The motorist company guarantees its whites to be absolutely pure and to refund money if it does not prove perfectly satisfactory. — Chicago Saturday Blade, Nov. 8, 1935.

The American National Bank of Kansas City, Mo., Sept. 21, 1932. To Whom It May Concern: We take pleasure in recommending the business community the Kellestrass Distilling Co. of this city, of which Mr. Ernest Kellestrass is president.

Ever since they were established in this city they have transacted their banking business with us, and we have watched with interest the wonderful growth of their business.

Their character is an unflinching

Their phenomenal success is an unfailing indication of integrity, knowledge and indefatigable energy. We have given them permission to use our bank as reference, having answered many inquiries about them, and there is not a single case reported to us that did not come up to our recommendations.

Wish this progressive firm abundant success in the future, to which they are certainly entitled, and no doubt, will obtain. Very truly yours,  
J. B. GRAV, cashier.

Traders' Bank of Kansas City, Mo., Sept. 27, 1907. To Whom It May Concern: I take pleasure in stating that I have for several years been a customer of the Farmers' Trust and Savings Co. of this city, of which Mr. Erastus Kellerss is president, and that our relation have been most satisfactory. Their credit standing is excellent, and they have always been able to business during the past five years. I have abundant evidence of their square dealings with their customers. Yours very truly,  
J. B. GRAV, cashier.



# \$3.15

# KELLERSTRASS

## DISTILLING COMPANY

**Kansas City, U. S. A.**